GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:3467
ANSWERED ON:15.04.2002
TOURISM POTENTIAL IN SOUTH INDIA
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Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether according to the study made by A.F. Ferguson and FICCI the majority of the foreign tourists visiting India travel to the South;

(b) if so, whether the study stressed upon the need to rationalise taxes and earmark funds to develop tourism; and

(c) if so, the steps being considered by the Government to promote domestic/international tourism in the country particularly in South?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): The FICCIâ€"Ferguson study on tourism in South India indicates that South India accounts for 21% of overall internationa travellers in India.

(b): The study suggests that it is crucial to fix tax rates at an optimal level, i.e. maximising demand and achieving adequate fiscal returns. No reference has been made in the study about allocation of funds for development of tourism.

(c): Central and State Governments in collaboration with travel trade and industry associations undertake promotion of tourism in the country by organising destination marketing, road shows, regional travel shows and festivals, participation in national and international tourism fairs, etc. The India Tourism Offices abroad promote country as a whole as a tourist destination with thematic marketing focus.